



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT



President – Robert Leete • Vice-President – Kevin Graves • Director – Bill Mayer • Director – Bill Pease • Director – Chris Steele

**MINUTES OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
WEDNESDAY FEBRUARY 22, 2017
STANDING COMMUNICATIONS COMMITTEE REGULAR MEETING 2:00 P.M.
Community Center
1601 Discovery Bay Boulevard, Discovery Bay, California
Website address: www.todb.ca.gov**

Communications Standing Committee Board Members

*Chair Chris Steele
Vice-Chair Bill Mayer*

A. ROLL CALL AND PLEDGE OF ALLEGIANCE

1. Call business meeting to order 2:01 p.m. – By General Manager Davies
2. Roll Call – All Present

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

None

C. APPROVED MINUTES

None

D. DISCUSSION ITEMS

1. Establish Bylaws for the Communications Standing Committee
 - Communications Standing Committee Bylaws established
2. Establish Communications Standing Committee Chair
 - Communications Standing Committee Chair and Vice-Chair established – Chair Steele and Vice-Chair Mayer
3. Discuss Committee Calendar and set Communications Standing Committee meeting dates
 - Communications Standing Committee meeting scheduled monthly for the first 3 months on the first Wednesday of the month beginning at 5:30 p.m. (this meeting of February 22, 2017 being the first meeting there after only 2 months then to quarterly schedule)
 - After the 2 months meetings will be quarterly the first Wednesday beginning at 5:30 p.m.
4. Permanent Message Board for the Town of Discovery Bay
There were handouts provided and discussion regarding the message board and the research done:
 - Discounts are offered for multiple boards ordered
 - The budget is water and wastewater or donations
 - Where should the message board be placed
 - Possible types desired would be double-sided board with wireless capabilities
5. Discussion regarding an E Blast system within our Website to send information relating to board meetings and other information to those interested
There were handouts provided and discussion regarding the E Blast system within our Website related to the number of subscribers within our contract, the protective language, and the location on the website for the E-Blast and/or Push notification.

E-Blast will be used for current and breaking events or newsletters. There is also a need for a

Communications Policy. Other items discussed and follow up with Digital Deployment:

- Setup a webinar with Digital Deployment - what are the capabilities of the website
- Analytics – Google Analytics - track and analyze valuable data about how your audience is engaging with your website (high tracking of a page be placed in permanent location on the homepage)
- Relocating major items – immediately on the homepage
- Standby on the release of E-Blast
- Creating boilerplate language and a policy

E. FUTURE DISCUSSION/AGENDA ITEMS

1. Setup a webinar with Digital Deployment - what are the capabilities of the website
 - What would an E-Blast look like – Examples from Digital Deployment
 - What is available for a detailed analytic report from Digital Deployment
 - Relocating major items – immediately on the homepage
 - Creating boilerplate language and a policy
 - Community Survey – what do the resident want to hear about - (how do residents want to be communicated to - 3-4 choices)

Discussion regarding the Ad from Odyssey of the Minds and the use of advertising for recreation – Activity Guide, Lifeguards, Community Gardens

F. ADJOURNMENT

1. The meeting adjourned at 3:00 p.m. to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

//cmc – 02-27-17

<http://www.todb.ca.gov/agendas-minutes>